

Message Text

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PAGE 01 TAIPEI 00858 061051Z

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E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: FOREIGN BUYER PROGRAM: VISIT OF MRS. HSIH-HUA
HONG-HSH NATIONAL ELECTRIC APPLIANCE SALES CO., LTD.

REF : CCP FY76

1. NATIONAL ELECTRIC APPLIANCE SALES CO., LTD. (WTD 2/75),
A WHOLLY-OWNED SUBSIDIARY OF MATSUSHITA ELECTRIC CO., LTD.
(TAIWAN), IS CAPITALIZED AT US\$500,000. ITS ANNUAL SALES
VOLUME IS APPROXIMATELY US\$20 MILLION. THE FIRM IS SOLE
DISTRIBUTOR OF "NATIONAL" BRAND ELECTRICAL APPLIANCES FOR
MATSUSHITA (TAIWAN) AND ACTS AS EXCLUSIVE AGENTS FOR SEVERAL
WELL-KNOWN U.S. AUDIO VISUAL EQUIPMENT MANUFACTURERS SUCH
AS AR, SHURE, MEMOREX, BOSE, SHERWOOD, ETC.

2. MRS. HSIH-HUA HONG-HSH, TRADING DEPARTMENT SUPERVISOR
OF THE FIRM, PLANS TO TRAVEL TO THE UNITED STATES TO DISCUSS
WITH ITS U.S. SUPPLIERS ON FUTURE SALES DEVELOPMENT
PLANS AND TO SEEK NEW AGENCY OPPORTUNITIES IN THE FIELD
OF HOME APPLIANCES. MRS. HONG-HSH, DURING HER THREE-
MONTH PLANNED TRIP TO U.S., WILL VISIT LOS ANGELES, SAN
FRANCISCO, CHICAGO, DETROIT, DALLAS, BOSTON, BALTIMORE,
PHILADELPHIA AND NEW YORK. IT APPEARS THAT MRS. HONG-
HSH'S VISIT WILL POSSIBLY RESULT IN EXPORT OF SUBSTANTIAL
VOLUME OF U.S. HOME APPLIANCES TO ROC. GENERAL ASSISTANCE
IS REQUESTED FROM DEPARTMENT OF COMMERCE FIELD OFFICES
TO ARRANGE MEETINGS AND INTERVIEWS WITH PROSPECTIVE U.S.
MANUFACTURERS IN THE CITIES WHERE MRS. HONG-HSH WILL
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TRAVEW.

3. SINCE MRS. HONG-HSH IS SCHEDULED TO DEPART FOR THE UNITED STATES ON OR ABOUT FEBRUARY 10, 1976, WE WOULD APPRECIATE NOTIFICATION BEING PASSED TO THE FIELD OFFICES IN THE CITIES MENTIONED IN PARAGRAPH 2 PROMPTLY. MRS. HONG-HSH HAS BEEN ADVISED TO CONTACT THE FIELD OFFICES UPON ARRIVAL IN EACH CITY.
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